AMENDMENTS

IN THE CLAIMS:

1. (Currently Amended) A design system for designing a product including text and/or a graphical design, comprised of:

a web server;

a client computer;

a dynamic web-based design editor running on said client computer, said web-based design editor allowing a user to initially define and continually redefine attributes of the desired product using said editor; and

a PDF rendering engine in communication with said web-based design editor for automatically generating a PDF based on ~~a desired product designed~~said initially defined attributes of the desired product and for automatically generating additional PDFs based on said continually redefined attributes at the client computer, wherein said server, said computer, and said engine are in communication with each other.

2. (Previously Presented) The design system of claim 1, further comprised of:

a database associated with said PDF rendering engine.

3. (Previously Presented) The design system of claim 2, wherein said PDF rendering engine is capable of accepting information about said desired product from said client computer in the form of name-value pairs.

4. (Previously Presented) The design system of claim 1, further comprised of:

a manufacturing computer capable of receiving said PDF; and

a manufacturing device in communication with said manufacturing computer capable of producing the desired product based on the PDF.

5. (Canceled).

6. (Currently Amended) The design system of claim ~~5~~1, wherein said attributes include text elements and graphical elements.

7. (Currently Amended) A method for designing a product, comprising the steps of:

providing to a user at least one web page including selectable preliminary choices about the product;

receiving an indicator of said preliminary design choices from the user;

providing a web-based design editor to said user;

receiving name-value pairs of information describing at least one attribute of said product; ~~and~~

generating a PDF based on said preliminary design choices and said name-value pairs;

receiving a second set of name-value pairs of information describing at least one attribute of said product; and

generating a second PDF based on said second set of name-value pairs.

8. (Previously Presented) The method of claim 7, further comprising the step of:

releasing said PDF to a manufacturing computer after the user approves the PDF.

9. (Previously Presented) The method of claim 7, wherein said web-based design editor is provided to the user from a memory cache on a computer at the user's location.

10. (Previously Presented) The method of claim 7, wherein said web-based design editor is provided to the user from a web server remote from the user.

11. (Previously Presented) The method of claim 7, wherein said web-based design editor allows the user to relocate attributes of said product using drag & drop mouse functionality.

12. (Previously Presented) The method of claim 7, wherein said name-value pairs are incorporated into a computer program script.

13. (Currently Amended) A dynamic software-based design editor, comprised of:

data on a computer readable medium capable of displaying a graphical representation of a product, wherein said graphical representation of the product is comprised of at least one independent design element; and

data on a computer readable medium capable of displaying a table of dynamic editing information, wherein said table of dynamic editing information includes dynamically customizable attributes of a user selected independent design element, wherein a user selects said user selected independent design element from the graphical representation of the product.

14. (Previously Presented) The software-based design editor of claim 13, wherein said graphical representation of the product and said table are displayed in two separate screen windows.

15. (Previously Presented) The software-based design editor of claim 13, wherein the user selected independent design element in said table is selected by the user using a computer mouse.

16. (Previously Presented) The software-based design editor of claim 13, wherein the location of each of said at least one independent design elements can be changed by dragging each of said elements in the graphical representation of the product using a computer mouse.

17. (Previously Presented) The software-based design editor of claim 13, wherein the customizable attributes of a user selected independent design element can be changed by the user by editing the information in said table.

18. (Currently Amended) A method of relocating elements of an electronic product display, comprising the steps of:

providing an image of the electronic product display including at least one independent design element to a user;

enabling the user to dynamically redefine attributes of said at least one independent design element;

defining name-value pairs of information describing said user redefined attributes of said at least one design element; and

updating the electronic product display based on said name-value pairs.

19. (Previously Presented) The method of claim 18, wherein said enabling step includes enabling a user to drag & drop with a computer mouse said at least one independent design element to a new location in the electronic display.

20. (Previously Presented) The method of claim 18, wherein said electronic display represents an Internet portal website.